

# This report is required by the

# Code of Maryland, Financial Institutions Article § 13-1108(5)

(MSAR # 5568)







# Maryland Heritage Areas – An Overview

#### Strengthening and Revitalizing Maryland's Communities



Nutwell Schoolhouse – Annapolis, London Town and South County Heritage Area

Maryland's Heritage Areas are places to experience - to see, hear and even taste - the authentic heritage of Maryland in a unique way that you cannot experience anywhere else. Heritage Areas are where the stories of the people, the land and the waters of Maryland, which have been intertwined for thousands of years, are told. In Heritage Areas individuals, businesses, non-profits and governments form partnerships to preserve

the best of Maryland's historic

sites and towns, unspoiled natural landscapes and enduring traditions. These tangible links to both place and the past encourage residents to recognize they have a special piece of the American story to treasure and share with others, and that in doing so they create more livable and economically sustainable communities. Now entering its fourteenth year of operation, the Maryland System of Heritage Areas has enjoyed steady growth, enthusiastic private and public support, and a record of achievement.

Maryland's first Heritage Area was created by the General Assembly in 1993 with the establishment of



Bestpitch Bridge – Heart of Chesapeake Country Heritage Area

the Canal Place Preservation and Development Authority. This nine—member organization was directed to develop an historic Chesapeake and Ohio (C & O) Canal preservation district in Cumberland known as "Canal Place."

Canal Place's success in fulfilling its mission to serve as "a catalyst for the preservation, development and management of the lands adjacent to the C&O Canal, and be the advocate for preservation and development



Canal Place Heritage Area



Harriet Tubman Display – Baltimore Heritage Area

within the Canal Place Preservation District and the greater Cumberland area, for the purpose of enhancing heritage tourism in Western Maryland," generated interest in the creation of a statewide program to help local governments foster economic development through heritage tourism. Elements of the Canal Place model, combined with lessons learned from other existing state heritage area programs, formed the basis for the Maryland Heritage Areas Program, which was created by legislation in 1996.

Maryland's Heritage Areas are locally designated

and

State certified regions where public and private partners make commitments to preserving historical, cultural, archaeological and natural resources for sustainable economic development through heritage tourism. At the local level, Heritage Areas focus community attention on often under-appreciated aspects of history, archaeology, living culture, and distinctive natural areas, thus fostering a stronger sense of pride in the places where Marylanders live and work. The Maryland Heritage Areas Authority (MHAA) does this through



Comus Market – Montgomery County Heritage Area

targeted State financial and technical assistance within a limited number of areas designated as "Certified Heritage Areas."

Each of Maryland's current eleven Certified Heritage Areas is defined by a distinctive focus or



Bike Rally – Anacostia Trails Heritage Area

theme that makes that place or region different from other areas in the state. These distinctive places exhibit tangible evidence of the area's heritage in historic buildings and districts, distinctive cultural traditions, singular natural landscapes, as well as other resources such as museums, parks, and traditional ways of life as revealed in food, music, and art. This "special flavor" of each Heritage Area attracts not only out-of-state visitors,

but locals who are also looking for an experience that is different than "back home."

The program recognizes that a successful Heritage Area needs to have a viable economy which recognizes the value of the area's unique heritage resources and through public and private sector partnerships strives to preserve and enhance the resources that make the area distinct and attractive to visitors. By investing public dollars to create tourism-related products, spark matching private investment, and motivate local leadership, MHAA seeks to promote a balanced, sustainable level of heritage tourism that strengthens communities and improves the state's quality of life.



Civil War-Era Activities, Paca House and Garden – Annapolis, London Town and South County Heritage Area

#### Program Goals: Enhance, Increase, Enable, Foster, and Accomplish



Skipjack – Lower Eastern Shore Heritage Area

The MHAA charted the future course for the program by developing seven program goals.
These goals demonstrate the MHAA's commitment to protecting and interpreting the state's heritage assets and to achieving these goals by means of broad-based partnerships:

- ✓ **TO ENHANCE** the visitor appeal and enjoyment of the state's history, culture, natural environment, and scenic beauty by enhancing the overall "product" -- the visitor experience.
- ✓ **TO INCREASE** the economic activity associated with tourism, creating opportunities for small business development, job growth, and a stronger tax base.
- ✓ **TO ENCOURAGE**preservation and adaptive re-use of historic buildings, conservation of

natural areas important to the state's character and environment, and the continuity and authenticity of cultural arts, heritage attractions and traditions indigenous to the region.

- ✓ **TO ENABLE** Marylanders and visitors alike to have greater access to and understanding of the history and traditional cultures of the state and to understand the important events that took place here.
- ✓ **TO FOSTER** linkages among and between heritage attractions that encourage visitors to explore, linger, and sample the diverse offerings of the state's distinctive regions.
- $\checkmark$  **TO BALANCE** the impact of tourism activity with the quality of life enjoyed by residents.
- ✓ **TO ACCOMPLISH** these goals via partnerships among local and regional leaders, non-profit organizations, businesses, and state agencies.

#### **Program Governance: Interagency Collaboration**

Representation by nine state agencies has engendered interagency collaboration that is a major strength of the program. In the same way that the heritage areas program compels diverse stakeholders to cooperate at the local level, MHAA's interagency structure has encouraged state agencies to work together to pool funding resources, share staff expertise, and ensure that interests and responsibilities as diverse as history, archaeology, culture, natural resources, recreation, economic development, and education are factored into program activities.



Smithsonian Environmental Research Center – Annapolis, London Town and South County Heritage Area

The body responsible for leading Maryland's Heritage Areas Program is the Maryland Heritage Areas Authority. Created by legislation in 1996, the MHAA is an independent unit of state government housed in the Maryland Department of Planning (MDP), and is chaired by MDP Secretary Richard Eberhart Hall.

The 19-member body consists of nine state officials representing the departments of Planning, Housing and Community Development, Transportation, Business and Economic Development,



Train Pull – Canal Place Heritage Area

Natural Resources, Agriculture, Education, the Maryland Higher Education
Commission, and the State Historic
Preservation Officer, and an additional ten members appointed by the Governor, including one representative each from the Maryland Association of Counties, the Maryland Municipal League, the Maryland Greenways Commission, the Maryland Tourism Development Board, and two public members, one with historic preservation and one with heritage tourism expertise.

## **Program Structure: Empowering Maryland's Communities**

Maryland's heritage areas vary considerably in size, governance, and thematic focus. The program defers to local communities to determine what management structure will best satisfy local needs, while at the same time meeting the program's overall tourism development, economic growth, and preservation/conservation goals.

The structure of Maryland's heritage areas program is designed to be a locally-focused, "bottom up" rather than "top down," system. Becoming a Maryland Certified Heritage Area is a two-stage competitive process. First, communities prepare an application to become a "Recognized Heritage Area." This application can be developed from existing information and generally outlines what is unique about the area's history or resources, and addresses what the goals and objectives of creating a specific



Travel Channel UK Film Shoot, Antietam National Battlefield – Heart of the Civil War Heritage Area

heritage area might be. The recognition application must identify preliminary boundaries and have been approved by a formal resolution of each participating jurisdiction within the proposed recognized heritage area.

Once approved as a "Recognized Heritage Area" by the MHAA, the heritage area is eligible for a matching grant to prepare a management plan. The purpose of the management plan is to provide a strategic action blueprint for the future of the heritage area. In broad outline, the



Lord Mayor's Tenement, Historic London Town and Gardens
- Annapolis, London Town and South County Heritage Area

management plan should delineate the economic development goals and strategies for the area, the area-specific interpretive strategy, projected rehabilitation and conservation projects, and the necessary partnerships and financing needs required to achieve these goals. Currently there are two Recognized Heritage Areas: the Garrett County Heritage Area, and the Patapsco Heritage Greenway Heritage Area, within Baltimore and Howard Counties.

Annapolis, London Town and South County Heritage Area The heritage area management planning process is locally based and wide-ranging. Development of management plans has taken from one to five years to complete. This is due largely to the amount of public outreach necessary to involve key stakeholders and allow them to reach consensus on the roles to be played by partners in the development and implementation of the heritage area, and to determine how and where to focus public and private investment within the heritage area through "Target Investment Zones" (TIZ).

TIZs are smaller zones within the larger heritage area where the community has identified locations of high heritage tourism development potential, and within which it wishes to attract and focus significant interest and capital investment for rapid results. TIZs must overlap to the optimal extent with existing local, state, and federal revitalization designations, and local governments, in partnership with private interests, must be prepared to commit resources to

development within the zones. MHAA funds for capital projects are focused on these TIZ areas for a period of ten years. The MHAA statute was amended in 2007 to allow, in certain limited circumstances, for the award of capital funding to projects located outside of a TIZ, or after expiration of the ten-year eligibility period, provided MHAA determines the capital project is essential to the success of a Certified Heritage Area.

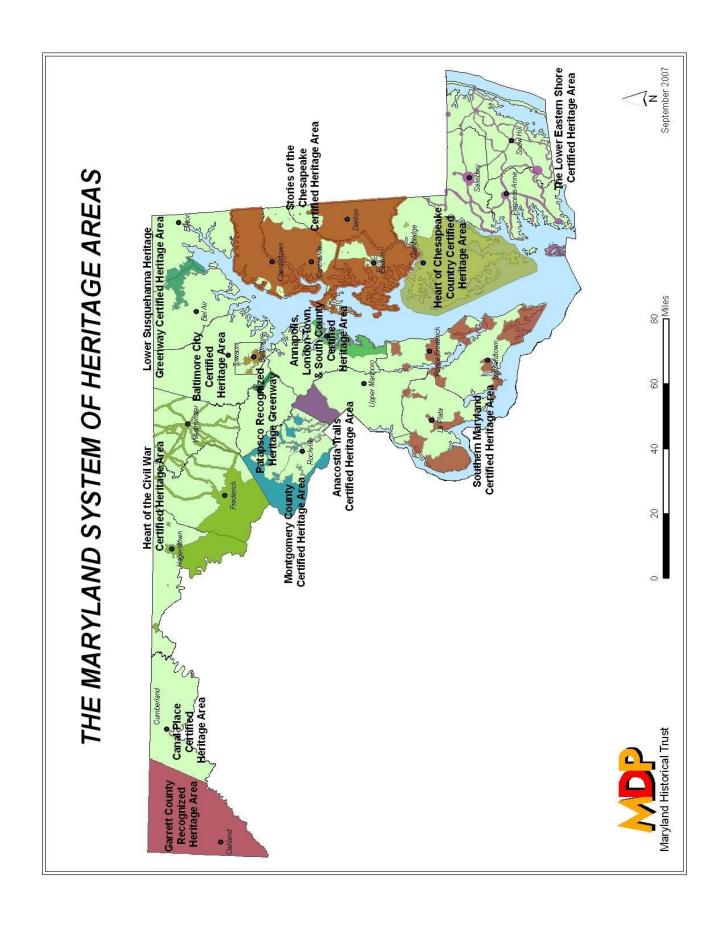
An important feature of the Maryland Heritage Area program is the requirement for all county and municipal governments to amend their local comprehensive land use plan to incorporate the heritage area management plan. This program requirement formalizes local governments' long-term commitment to the heritage area.

There are now eleven "Certified Heritage Areas" in Maryland (see map on following page):

- Anacostia Trails Heritage Area in Prince George's County
- The "Four Rivers" Heritage Area in Anne Arundel County
- Baltimore State and National Heritage Area in Baltimore City
- Canal Place Heritage Area in Allegany County
- Heart of Chesapeake Country Heritage Area in Dorchester County
- Heart of the Civil War Heritage Area in Carroll, Frederick, and Washington Counties
- Lower Eastern Shore Heritage Area in Somerset, Worcester, and Wicomico Counties
- Lower Susquehanna Heritage Greenway Heritage Area in Harford and Cecil Counties
- Montgomery County Heritage Area
- Southern Maryland Heritage Area in Calvert, Charles and St. Mary's Counties
- Stories of the Chesapeake Heritage Area in Kent, Queen Anne's, Caroline and Talbot
   Counties

Projects and properties throughout the eleven Certified Heritage Areas are eligible for grants from the MHAA Financing Fund for planning, design, rehabilitation, construction, interpretation (including exhibits, materials, or other appropriate products to further educational and recreational objectives), marketing, and programming; and to encourage revitalization and reinvestment in the heritage area.

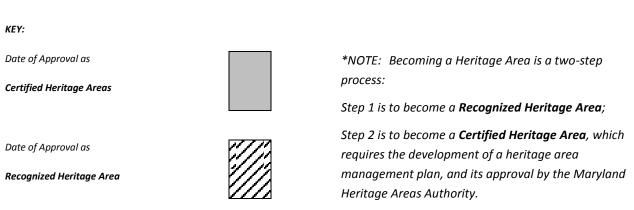
Certified Heritage Areas are also eligible for broad program support from state government. State agencies must prepare program statements for all Certified Heritage Areas which detail agency actions that provide support for compatible planning, development, use, regulation, and other activities. In carrying out activities in Certified Heritage Areas, all state agencies must also ensure that those activities are consistent with the Certified Heritage Area's management plan and will not have an adverse effect on the resources of the heritage area, unless there is no prudent and feasible alternative.



## **Year of Heritage Area Recognition and Certification**

(\*Note: No new Heritage Areas were Certified or Recognized in 2010)

	Year Recognized or Certified										
Heritage Area	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Canal Place Heritage Area											
(*Certified by legislation)											
Anacostia Trails Heritage Area											
Annapolis, London Town & S.		11/11	1 3 3 2								
County Heritage Area			3								
Baltimore Heritage Area											
Heart of Chesapeake Country		1111	////								
Heritage Area											
Lower Eastern Shore Heritage		////	<del>////</del>								
Area											
Patapsco Heritage Area											
Lower Susquehanna Heritage			+								
Greenway											
Montgomery County Heritage											
Area											
Southern Maryland Heritage Area											
Garrett County Heritage Area					•				1771		
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Stories of the Chesapeake											
Heritage Area											
Heart of the Civil War Heritage											
Area					1						



# **2010 Highlights**

The Maryland Heritage Areas Program entered its fourteenth year of operation in 2010. At the conclusion of the year, the Maryland System of Heritage Areas included eleven Certified and two Recognized Heritage Areas.

# Garrett County Continues Development of the Management Plan Required to Become Maryland's 12<sup>th</sup> Certified Heritage Area

A key component of the two-step process for becoming a Maryland Certified Heritage Area is the development of a Heritage Area Management Plan. This plan provides a strategic blueprint for the development and implementation of a successful heritage area. Upon the completion of a management plan and approval by MHAA, the heritage area is designated a State Certified Heritage Area and is eligible to receive all incentives and benefits offered through the Maryland Heritage Areas program, including grants, loans, and tax credits.

In 2010, the Garrett County Chamber of Commerce, which is leading the effort to create a certified Heritage Area in the county, and its Heritage Area Technical Advisory Committee which includes representatives from



Casselman Bridge – Garrett County Recognized Heritage Area

local jurisdictions and a broad range of heritage tourism partners, continued the development of a Heritage Area management plan that is a prerequisite to obtaining Heritage Area certification from MHAA. The management plan development process is locally based and includes extensive consultation with involved stakeholders, including local governments, businesses, non-profits, and interested individuals. The Chamber of Commerce's consultant, Peter Johnston and Associates, finalized a draft management plan and submitted it to MHAA in 2010. MHAA is reviewing the draft and will provide comments to the Chamber of Commerce. MHAA anticipates final action on the draft management plan and certification application in 2011.

#### **Target Investment Zones Update**

Target Investment Zones (TIZ) are smaller zones within the larger Certified Heritage Area that have been identified through the management planning process as locations of high heritage tourism development potential, and within which the Certified Heritage Area wishes to attract and focus interest and capital investment for rapid heritage tourism development. Capital projects within TIZs are given preference in the award of MHAA capital funds for ten years following the award of the first capital grant in a TIZ. After ten years, MHAA may, on a case-by-case basis, provide funding to a capital project that is determined to be essential to the success of the goals outlined in the Certified

Heritage Area management plan.

During 2010, MHAA approved two requests to designate two new TIZs:

Stories of Chesapeake Country Heritage Area (Caroline, Kent, Queen Anne's and Talbot Counties)

> ✓ <u>Tilghman Island TIZ</u> (Talbot County)



Kinnamon's Boat Shop, Tilghman Island – Stories of the Chesapeake Heritage Area



Doubleday Hill, Williamsport – Heart of the Civil War Heritage Area

### Heart of the Civil War Heritage Area

(Carroll, Frederick and Washington Counties)

✓ Town of Williamsport TIZ (Washington County)

# **Grant Projects**

Since 2006, MHAA has received \$3,000,000 of State funds annually to support program operations and grant funding. The legislature continued this level of funding in 2010 in recognition of the demand for MHAA support of projects in the statewide system of 11 Certified Heritage Areas and 2 Recognized Heritage Areas, and the program's documented success in leveraging non-state funding for heritage tourism projects statewide.

MHAA's grant program put these funds to work across the state, fostering economic development through heritage tourism. In 2010, 79 grant applications were submitted to MHAA requesting a total of \$3,797,558 in grant funding. MHAA awarded 58 grants totaling \$2,767,146. These 2010 grants leveraged \$9,013,467.50 in non-State cash and in-kind heritage tourism related investment in communities across the state.

#### SUMMARY OF 2003-2010 MARYLAND HERITAGE AREAS GRANTS

Calendar Year	Total Available MHAA Funding	# Grant Applications	Total Amount Requested	# Grants Funded	Total Amount Funded	Total Cash & In- Kind Match Leveraged
2010	*3,000,000	81	\$3,870,708	60	\$2,840,296	\$8,998,118
2009	*\$3,000,000	100	\$5,053,877	57	\$2,805,522	\$6,854,015
2008	*\$3,000,000	79	\$4,396,943	58	\$3,205,439	\$9,210,029
2007	*\$3,000,000	91	\$4,586,022	65	\$2,747,292	\$10,067,903
2006	*\$3,000,000	94	\$4,659,459	61	\$2,914,890	\$8,203,567
2005	*\$1,000,000	46	\$2,045,497	27	\$924,180	\$3,006,861
2004	*\$1,000,000	47	\$2,276,205	19	\$947,996	\$5,043,204
TOTALS	\$17,000,000	536	\$26,815,561	345	\$16,312,465	\$51,399,047

<sup>\*</sup> Up to 10% of allocated funding may be used to pay for program operating expenses

During 2010, 24 non-capital project grants totaling \$627,995, and 20 capital project grants totaling \$1,111,576 were awarded. In addition, three grants totaling \$140,000 were awarded for marketing of sites and attractions within the Canal Place Heritage Area (Allegany County), Heart of the Civil War Heritage Area (Carroll, Frederick and Washington Counties) and Lower Susquehanna Heritage Greenway Heritage Area (Cecil and Harford Counties). Eleven grants to help support the operations of local Certified Heritage Area management entities were awarded, totaling \$960,725.

Some of the non-capital and capital projects and activities assisted by Maryland Heritage Areas Authority grant funding in 2010 include:

# ➤ College Park Banner Program – Anacostia Trails Heritage Area (Anacostia Trails Heritage Area – Prince George's County)

The banner project involved the design, fabrication and installation of decorative banners throughout the City of College Park in the Anacostia Trails Heritage Area (ATHA). The project helped implement the city's "Wayfinding and Urban Graphics Master Plan" for the Route One Corridor in Prince George's County. Banners produced for this project added to 12 existing decorative banners and ATHA medallions in the Downtown and Berwyn commercial districts by expanding the banner program to the historic Lakeland community and Hollywood commercial district.



### Project Run-A-Way – Historic Annapolis, Inc.

(Annapolis, London Town and South County "Four Rivers" Heritage Area – Anne Arundel County)

Project Run-A-Way produced a series of unique programs about the history of slave and servant labor in the Chesapeake region. Derived from runaway advertisements from the colonial period to emancipation (1727-1864), information was used to produce a web-based resource, including a comprehensive database done in conjunction with the Maryland State Archives, a blog, and webpage that enables public participation through postings, video podcasts, and emails; and the creation of 10 living history characters, including indentured and convict servants and slaves who sought freedom during the Colonial period, the Revolutionary War, the early National period, the War of 1812, the

Antebellum era, and the Civil War, some of whom utilized the Underground Railroad. These personal experiences were presented in a dynamic multi-media presentation presented four times at locations throughout the state of Maryland, and videotaped for future educational use.

Thomas Point Shoal Interpretive Exhibits – United States Lighthouse Society (Annapolis, London Town and South County "Four Rivers" Heritage Area – Anne Arundel County)



The United States Lighthouse Society implemented portions of its "Interpretation & Furnishings Plan" for the National Historic Landmark Thomas Point Shoal Lighthouse through the development and presentation of interpretive exhibits. Most rooms were interpreted to the period of 1900-1910, with one room representing the U.S. Coast Guard era of the 1960s through 1980s. Exhibits include periodappropriate furniture, wall mounted displays, and custom-fabricated exhibit cases for display of lighthouse artifacts.

"Iron Horses at War" – Train Excursion – B & O Railroad Museum (Baltimore State & National Heritage Area – Baltimore City)

The Civil War was the first major conflict where railroads played a prominent role, and the B&O was the major line that straddled a divided country. "Iron Horses at War—Train Excursion for the 150<sup>th</sup> Anniversary of the Civil War" serves as the initial phase of the B&O Railroad Museum's commemoration of the



American Civil War. This MHAA grant is part of a five year project of the B&O Railroad Museum to provide an in-depth examination of the roles the railroad industry played in determining the outcome of the Civil War. The grant funded interpretive panels and audio commentary for the train cars used in the Museum's regular train excursions.

#### USS Constellation Repairs – Historic Ships in Baltimore, Inc.

(Baltimore State & National Heritage Area – Baltimore City)

MHAA provided funds for capital repairs to the USS CONSTELLATION, which provides a living history and hands-on education venue for children and adults alike. MHAA funds were used for dry-docking expenses that were part of ensuring the long-term survival of this National Historic Landmark vessel.



## Canal Place Public Programming – Canal Place Preservation and Development Authority

(Canal Place Heritage Area – Cumberland, Allegany County)



MHAA provided a \$30,000 grant to support public programs at the Canal Place Heritage Area. One of programs sponsored by the Canal Place Heritage Area was the "We've Got Talent" regional talent show that drew large crowds to the Heritage Area and downtown Cumberland. Other programs and events supported by MHAA in the Canal Place Heritage Area included the Canal Fest/Rail Fest festival, the "Friday After Five" series of 20 concerts in downtown Cumberland, and a day-long Mini Arts Festival with Arts Walks.

➤ Interpretive Signage at Historic Handsell House – Nanticoke Preservation Alliance (Heart of Chesapeake Country Heritage Area – Dorchester County)

MHAA matching grant funds allowed the non-profit Nanticoke Historic Preservation Alliance to contract with an Architectural Restoration Consultant who prepared a Preservation Plan for the historic Handsell House. Funds were also used to install a visitor access pull-off gravel loop driveway and four wayside signs interpreting the rich American Indian and Colonial history of the property, and to design and print approximately 2,500 color



interpretive brochures to compliment the interpretive signage. Handsell House, situated on land occupied for thousands of years by American Indians who were visited by Captain John Smith during his 17<sup>th</sup> century explorations of the Chesapeake Bay, is listed on the National Register of Historic Places.

 Newcomer House Heritage Area Visitor Center – Hagerstown-Washington County Convention and Visitors Bureau

(Heart of the Civil War Heritage Area – Carroll, Frederick & Washington Counties)

MHAA grant funds were used to install interpretive panels, exhibit labels, exhibit props, lighting, and visitor center furnishings and equipment in the historic Newcomer House at



Antietam National Battlefield. The visitor center, staffed by National Park Service volunteers, provides information about sites throughout the three-county Heart of the Civil War Heritage Area. The exhibits focus on the themes of the Heritage Area – "On the Homefront," "In the Heat of Battle," and "Beyond the Battlefield." Brochure racks in each room provide information to visitors about sites in the region.

#### > Frederick Visitor Center Exhibit Fabrication – Tourism Council of Frederick County

(Heart of the Civil War Heritage Area – Carroll, Frederick & Washington Counties)

MHAA supported the fabrication of exhibits in the new Frederick Visitor Center. Exhibits feature all there is to see and do in the City of Frederick and in Frederick County. Information and interpretation about many resources within the Heart of the Civil War Heritage Area is a thread woven throughout the exhibit narrative. The exhibit occupies 2200+ square feet in a rehabilitated historic cannery warehouse (also supported with MHAA funds) and includes exterior interpretive elements as well.



#### Teackle Mansion – Friends of Teackle Mansion

(Lower Eastern Shore Heritage Area – Somerset, Wicomico & Worcester Counties)

MHAA funded the installation of a state-of-the-art geothermal climate control system and associated rehabilitation and restoration work in the circa 1802 Teackle Mansion



house museum in Princess Anne, Somerset County. Work included electrical rewiring, woodwork restoration and plaster repairs; reconstruction of a former partition that subdivided a second floor space; recreation of a set of original kitchen built-in shelves; recreation of an original openfaced dresser; replacement of deteriorated exterior woodwork; and paint analysis to determine original colors and finishes prior to interior repainting.

#### ➤ Lockhouse 25 – Chesapeake & Ohio Canal National Historic Park

(Montgomery County Heritage Area – Montgomery County)

The National Park Service, C & O Canal National Historic Park received MHAA grant funds to support the rehabilitation and interpretation of Lockhouse 25 at Edward's Ferry. The Lockhouse is going to be part of the C&O Canal Trust's Canal Quarters program, which allows visitors to stay overnight in several lockhouses along the canal. Lockhouse 25, once rehabilitated, will interpret life along the canal during the Civil War.



➤ Cove Point Lighthouse Keeper's House Restoration – Calvert Marine Museum Society (Southern Maryland Heritage Area – Calvert, Charles & St. Mary's Counties)



The Calvert Marine Museum
Society received MHAA funding
for the renovation of the historic
Keeper's House at the Cove Point
Light Station. Built in 1828, it is
the oldest continuously
operating lighthouse in
Maryland. Work on the duplex
Keeper's house included framing
repairs; installation of new
insulation, electrical wiring,
plumbing, HVAC and sprinkler

systems; replacement of current windows with historically appropriate wood-clad windows; and updating of the kitchens and bathrooms. Early features were retained, including interior doors, window trim, wooden floors, and cast iron radiators. The goal was to create a structurally sound, weather-resistant, and building-code compliant historic Keeper's House that will offer new opportunities for tourism and educational programs.

#### Three Notch Trail – County Commissioners of St. Mary's County

(Southern Maryland Heritage Area – Calvert, Charles & St. Mary's Counties)

St. Mary's County, through the
Department of Recreation and Parks,
utilized an MHAA grant to design and
engineer a 5-mile section of the Three
Notch Trail hiking, biking and equestrian
trail along the County-owned railroad
right-of-way which runs from Hughesville,
in Charles County, to Lexington Park in St.
Mary's County. The trail is a nonmotorized trail and provides tourism,



recreation, economic and transportation benefits. Appropriate signage, benches, landscaping, crosswalks and road barriers were all included in this Americans With Disabilities Act-compliant project. MHAA also funded other earlier sections of the trail, which is being constructed in nine phases (FY03 – FY16).

#### Lee House Rehabilitation - Tilghman Watermen's Museum

(Stories of the Chesapeake Heritage Area – Caroline, Kent, Queen Anne's & Talbot Counties)

MHAA provided a capital grant to support the restoration and rehabilitation of the Lee House, an historic Tilghman "W" house, to serve as the new home of the Tilghman Watermen's Museum. The Lee House is one of an estimated thirteen "W" houses built



in the period 1890-1900. Seven remain, and the Lee House is the best preserved example of the original "W"-shaped building configuration. The Tilghman Watermen's Museum is dedicated to the preservation of the vanishing history, heritage and culture of the Tilghman Island community. The Lee House will provide improved display, storage and security for the museum's growing collection.

#### Restoration of the Buy Boat Annie D – Echo Hill Outdoor School

(Stories of the Chesapeake Heritage Area — Caroline, Kent, Queen Anne's & Talbot Counties)

MHAA funds assisted in the rebuilding of the Annie D, a rare example of a Chesapeake "Buy Boat." Work included repair of the pilot house, main cabin, propeller shaft log, stern post, and horn timber, as well as painting, sheathing, and reconstructing mechanical and electrical systems to the required USCG inspection standard. The rehabilitation of the



Annie D. enables the vessel to continue its valuable service to young people and to everyone who visits the historic Chestertown, MD waterfront for at least the next 25 years.

#### **Mini-Grants**

In addition to the matching grant assistance MHAA provides directly to projects, the Authority also makes available up to \$10,000 annually to individual Certified Heritage Areas for locally-administered mini-grant programs. These mini-grant programs also require a dollar-for-dollar match, so MHAA investment generates a minimum of \$20,000 in local heritage area investment. Mini-grants allow Certified Heritage Areas to support smaller projects, activities, and heritage area partners while reducing the need for MHAA administration of small (generally below \$2,500) projects and activities.

Some of the mini-grant projects and activities assisted by Maryland Heritage Areas Authority grant funding in 2010 include:

#### Annapolis, London Town and South County Heritage Area

- Redesign and Publication of Website Charles Carroll House of Annapolis, Inc.
- Paint Annapolis 2011 Maryland Hall for Creative Arts
- Poster Partner Program with Elementary Schools London Town Foundation and Historic London Town and Gardens
- Archaeological Display Artifacts from Visitors
   Center Parking Garden City of Annapolis and the



Poster Partner Program, Germantown Elementary School – Annapolis, London Town and South County Heritage Area

- Annapolis & Anne Arundel County Conference and Visitors Bureau
- "The Genteelest Town in North America: Craftsmen of Annapolis's Golden Age" Historic Annapolis Foundation
- Batchelor's Choice Plantation and Servant's Quarters National Register Nomination -Anne Arundel County Trust for Preservation
- "Music to Our Ears: The African American Experience and Carr's and Sparrow's Beaches"
   Phase 2 Oral History Program Banneker-Douglass Museum and Banneker-Douglass
   Museum Foundation
- Bay Room Orientation Video Annapolis Maritime Museum
- "Maryland's Art Collection: A Treasure of Painting, Sculpture, and Decorative Arts"
   Interpretive Booklet Friends of the Maryland State Archives

#### Baltimore State & National Heritage Area\*

- Security Doors and Grates for Mount Clare Museum National Society of the Colonial Dames of America in Maryland
- Keyser Library Roof Replacement Maryland Historical Society
- Interpretive In-Ground Maps of Fort McHenry Friends of Fort McHenry
- Restoration of the B&O #545 B&O Railroad Museum
- Bromo Seltzer Arts Tower Clock Baltimore Office of Promotion and the Arts
- Deck Restoration Pride of Baltimore, Inc.
- Lloyd Street Synagogue Ritual Bath Complex Jewish Museum of Maryland, Inc.
- The Schuler School of Fine Arts Jubilee Baltimore, Inc.
- Gwynn Falls Trail Wayfinding Signage and Interpretive Displays Parks & People Foundation (Gwynn Falls Trail Council)
- Preserving the McKim Building for Future Generations McKim Community Association, Inc.
- 612-614 Wolfe Street Houses Design Development and Repairs Society for the Preservation of Federal Hill & Fell's Point

#### Heart of Chesapeake Country Heritage Area

- Environmental Science Center Development Plan Horn Point Laboratory
- "Remembering the Past, Inspiring the Future" Heritage Day Heritage Committee, Town of East New Market
- Marketing Brochure Dorchester County Historical Society
- John Barth Historic Marker / Interpretive Sign Friends of Dorchester County Public Library
- 4<sup>th</sup> Annual Schooner Rendezvous James B. Richardson Foundation, Inc.

<sup>\*</sup>Note - Baltimore Mini Grants are funded by the City of Baltimore, not with MHAA funds, but are managed by BHA staff.

- Harriet Tubman / Underground Railroad Conference, Chesapeake College, Cambridge –
   Choptank Regional History Network / Midshore Community Foundation
- Guest Speaker for Non-Profit Workshop Oldfield Church / Museums & Attractions
   Coalition

#### Heart of the Civil War Heritage Area

- Civil War Medicine: It's Not What You Think (Exhibit) National Museum of Civil War Medicine
- African American Heritage Sites Brochure-Frederick County and the City of Frederick -Tourism Council of Frederick County DBA Historic Sites Consortium
- Hagerstown in the Civil War Illustrated Book City of Hagerstown
- Museums and Historic Sites Guide Redesign and Reprint Hagerstown-Washington County Convention and Visitors Bureau
- "Circuit of the Summer Hill" Exhibit Washington County Museum of Fine Arts
- Interactive Civil War Music Exhibit Discovery Station at Hagerstown, Inc.



Somerset Strawberry Festival – Lower Eastern Shore Heritage Area

#### Lower Eastern Shore Heritage Area

- Somerset Strawberry Festival Crisfield Chamber of Commerce
- Downtown Wayfinding Signage
   Program Ocean City Downtown
   Development Corporation
- Restructuring & Renovation of Exhibits in Barren Creek Heritage Museum - Westside Historical
- Delmarva Hunting Traditions Exhibit in conjunction with the Smithsonian Institute

traveling exhibit Between Fences - Julia Purnell Museum

- Making of Home, Domestic Traditions of Maryland's Eastern Shore Ward Museum of Wildfowl Art
- Site Interpretive Map and Brochure of the Historic World of Pemberton Hall Plantation Pemberton Hall Foundation, Inc.
- Snow Hill Historic Walking Tour Brochure SHARP (Snow Hill Alliance for Responsible Progress)
- Quick Read Walking Tour Program Downtown Association of Ocean City

#### Lower Susquehanna Heritage Area

 Working Model of #10 Lock - Susquehanna & Tidewater Canal - Susquehanna Museum at the Lock House

#### Southern Maryland Heritage Area

- Friendship House: Interpreting History College of Southern Maryland
- Sunday Conversations with Chesapeake
   Authors Calvert Marine Museum Society
- Exploring Our Native American Heritage -Calvert Marine Museum Society
- General Park Brochure for JPPM Friends of Jefferson Patterson Park and Museum



Working Model, #10 Lock, Susquehanna & Tidewater Canal-Lower Susquehanna Heritage Greenway

- Share Your History Event Promotion College of Southern Maryland, Southern Maryland
   Studies Center
- Brochure and Web Page for the Millbrook Grist Mill Southern Maryland Resource Conservation & Development Board
- Interpretive Signs & Brochures for the Pilgrimage of Descendents Confederate Memorial Park
- The War of 1812 in Your Backyard, a Virtual Tour of Sites US Daughters of 1812
- Visitors Center Exhibit Series Thomas Stone National Historic Site
- Implementing Living History Historic Sotterley
- Facing Fences School Art Project Historic St. Mary's City

# Maryland Heritage Areas Authority Financing Fund Report 1997 – 2010

(Includes Fiscal Year 2011 which begins July 1, 2010)

KEY

ATHA = Anacostia Trails Heritage	ALTSCHA = Annapolis, London	BHA = Baltimore State &	Canal Place = Canal Place
Area	Town, and South County	National Heritage Area	Heritage Area
	Heritage Area		
HCCHA = Heart of Chesapeake	HCWHA = Heart of the Civil War	LESHA = Lower Eastern Shore	LSHG = Lower Susquehanna
Country Heritage Area	Heritage Area	Heritage Area	Heritage Greenway Heritage
			Area
MCHA = Montgomery County	SMHA = Southern Maryland	SCHA = Stories of the Chesapeake	
Heritage Area	Heritage Area	Heritage Area	

Funds Appropriated		
Fiscal Year 1997		1,000,000.00
Fiscal Year 1998		1,000,000.00
Fiscal Year 1999		1,000,000.00
Fiscal Year 2000		1,000,000.00
Fiscal Year 2001		1,000,000.00
Fiscal Year 2002		1,000,000.00
Fiscal Year 2003		1,000,000.00
Fiscal Year 2004		1,000,000.00
Fiscal Year 2005		1,000,000.00
Fiscal Year 2006		1,000,000.00
Fiscal Year 2007		3,000,000.00
Fiscal Year 2008		3,000,000.00
Fiscal Year 2009		3,000,000.00
Fiscal Year 2010		3,000,000.00
Fiscal Year 2011		3,000,000.00
	Subtotal	26,000,000.00
Interest Earned (thru June 30, 2009)		1,539,098.00
Loan repayments (principal & interest)		50,981.77

Total Income 23,612,419.60

Funds Committed and Expended	
<u>Operations</u>	
Fiscal Year 1997	9,812.03
Fiscal Year 1998	42,989.03
Fiscal Year 1999	33,898.79
Fiscal Year 2000	47,095.50
Fiscal Year 2001	105,746.67
Fiscal Year 2002	147,303.35
Fiscal Year 2003	115,675.40
Fiscal Year 2004	94,103.84
Fiscal Year 2004 Service charges	76.06
Fiscal Year 2005	145,729.26
Fiscal Year 2005 Service charges	35.52
Fiscal Year 2006 DHCD	22,647.17
Fiscal Year 2006 MDP	71,528.41
Fiscal Year 2007	177,823.05
Fiscal Year 2008	216,199.78
FY 2008 Operating Encumbrance MHAA Strategic Plan	75,600.00
Fiscal Year 2009	321,029.15
Fiscal Year 2010	290,447.50
Fiscal Year 2011	230,000.00
DGS Rent	111,516.00
Grants Software Estimated	150,425.00
Back of Budget SF Cash Transfer – Furlough Related	<u>16,002.00</u>
Subtotal	2,425,683.51
Funds Recaptured	
Fiscal Year 2002	<u>3,000,000.00</u>
Subtotal	3,000,000.00

Maryland Heritage Areas Authority

Fiscal Year 1998		
Patapsco Recognized Heritage Area - Management Plan	60,000.00	
Canal Place- Circulation Study	40,000.00	
Canal Place- Canal Fest	25,000.00	
Anacostia Recognized Heritage Area - Management Plan	100,000.00	
Annapolis, London Town, & South County Recognized Heritage Area - Management Plan	59,740.00	
Baltimore City Recognized Heritage Area - Management Plan	103,750.00	
Lower Susquehanna Heritage Greenway (Recognized HA) - Management Plan	<u>173,010.00</u>	
Subtotal	561,500.00	
Fiscal Year 2000		
Canal Place - Relocation Canal Boat "Cumberland"	40,000.00	
Canal Place - Allegheny Highland Trails	<u>50,000.00</u>	
Subtotal	90,000.00	
Fiscal Year 2001		
Anacostia Recognized Heritage Area – Management Plan Supplement	30,000.00	
Anacostia Recognized Heritage Area - Maryland Humanities Council – History Matters	50,000.00	
Canal Place – Management Plan Update	24,950.00	
Canal Place – Wayside Exhibits at C&O Canal National Historical Park		
Canal Place – Retainer for Downtown Consultant 12,8		
Canal Place – Canal Re-watering Engineering	100,000.00	
Canal Place – City of Cumberland Street Improvements	75,000.00	
Canal Place – New Embassy Theatre Restoration	75,000.00	
Choptank River Recognized Heritage Area (later Heart of Chesapeake Country Heritage Area-HCCHA) – Management Plan	62,500.00	
Lower Eastern Shore Recognized Heritage Area – Management Plan Supplement	54,780.00	
Lower Eastern Shore Recognized Heritage Area – Management Plan		
Lower Susquehanna Recognized Heritage Area (later Lower Susquehanna Heritage Greenway) – Management Plan Supplement	3,000.00	
Subtotal	601,076.80	
- Captota.	22,0,0,00	

#### Fiscal Year 2002

Canal Place – Marketing and Outreach Programs	17,500.00
Lower Susquehanna Recognized Heritage Area – Management Plan Supplement	144,367.00
Montgomery County Recognized Heritage Area – Management Plan	100,000.00
Southern Maryland Recognized Heritage Area – Management Plan	69,236.00
ATHA - Anacostia Trails Certified Heritage Area (ATHA) - Management Entity Operating Assist.	200,000.00
ALTSCHA - Annapolis, London Town, & South County Certified Heritage Area - Operating Assist.	95,416.00
ALTSCHA - Eastport Historical Committee, Inc.	50,000.00
ALTSCHA - Historic Annapolis, Inc.	100,000.00
ALTSCHA - Historic Annapolis, Inc.	50,000.00
ALTSCHA - London Town Foundation, Inc.	99,959.00
ALTSCHA - Shady Side Rural Heritage Society, inc.	11,185.00
ALTSCHA - African American Experience	5,905.00
ALTSCHA - Edgewater/Mayo Planning Study	20,000.00
ALTSCHA - Kunta Kinte-Alex Haley Foundation	50,000.00
ALTSCHA - London Town Foundation, Inc.	16,450.00
LSHG — Cecil Land Trust (cancelled)	0.00
LSHG - Friends of Concord Point Lighthouse	<u>100,000.00</u>
Subtotal	1,130,018.00
Finant Vanus 2002	
Fiscal Year 2003	<b>50,000,00</b>
ATHA Marketing	50,000.00
ATHA – History Matters!	40,000.00
ATHA – City of Hyattsville	15,000.00
ATHA – North Gate Park	16,600.00
ALTSCHA – Operating Assistance	95,000.00
ALTSCHA – Start Up Marketing	50,000.00
ALTSCHA – London Town Foundation, Inc.	9,389.00
ALTSCHA – Galesville Heritage Society, Inc.	20,000.00
ALTSCHA – Discover Annapolis Tours Loan	49,000.00

BHA – Mt. Vernon Signage

 ${\it BHA-Baltimore\ City\ Certified\ Heritage\ Area-Operating\ Assistance}$ 

46,500.00

50,000.00

BHA – Mt. Royal Signage	50,000.00
BHA – Great Blacks in Wax	50,000.00
BHA – Jonestown Museum Walk	50,000.00
BHA – Maryland Maritime Center	100,000.00
BHA – Immigration Gateway Exhibit	50,000.00
BHA – Carroll Mansion Exhibit	2,480.00
BHA Operating Assistance	50,000.00
BHA – Living Classrooms Thematic Tour Development	18,600.00
BHA – Pennsylvania Avenue Redevelopment	15,000.00
Canal Place – Start Up Marketing	50,000.00
Canal Place – Merchant's Alley	100,000.00
HCCHA – Operating Assistance	45,000.00
HCCHA – Bucktown Store	12,500.00
HCCHA – Dorchester Co Roadside Interpretive Program	5,000.00
HCCHA – City of Cambridge Water Street Improvements	37,500.00
HCCHA – Vienna Heritage Museum	31,393.00
HCCHA – Vienna Walking Tour	2,000.00
Civil War Recognized Heritage Area (later Heart of the Civil War Heritage Area –HCWHA) – Management Plan	77,000.00
LESHA – Operating Assistance	62,500.00
LESHA – Wicomico Co Pemberton Historical Park	15,000.00
LESHA – The Ward Foundation Education Pavilion	40,544.00
LESHA – Ocean City Museum Society	34,856.00
LSHG – Operating Assistance	117,580.00
LSHG – Exelon Trail Design	17,040.00
LSHG – Town of Perryville Rodgers Tavern	37,500.00
LSHG – Town of Port Deposit Jetty and Marina Park	50,000.00
Upper Eastern Shore Recognized Heritage Area (later Stories of the Chesapeake Heritage Area-SCHA) — Management Plan	<u>242,785.00</u>

Subtotal 1,805,767.00

#### Fiscal Year 2004

ATHA-Redevelopment Authority of PG County	94,000.00
ATHA-City of College Park	100,000.00
ALTSCHA Operating Assistance	98,000.00
BHA - City of Baltimore-Heritage Education & Outreach Administrator	25,000.00
BHA - Baltimore City Heritage Assn.	50,000.00
BHA - Baltimore Office of Promotion - Bromo Seltzer Tower	100,000.00
BHA - Baltimore City Dept of Recreation & Parks - Mt Clare Mansion House	75,000.00
Canal Place Preservation and Development Authority programming	30,000.00
HCCHA Operating Assistance	50,000.00
HCCHA/Dorchester County - Underground Railroad Harriet Tubman	25,000.00
HCCHA/Dorchester County - Visitors Center at Sailwinds Park & Blackwater National Wildlife Refuge	12,000.00
HCCHA - Friends of Blackwater National Wildlife Refuge Inc.	72,000.00
HCCHA - Dorchester County Historical Society	10,000.00
LESHA - Seed/Mini-Grants	50,000.00
LSHG - Friends of Concord Lighthouse-John O'Neil House	15,200.00
LSHG - Friends of Concord Point award reduced	(1,046.00)
LSHG Operating Assistance	20,000.00
MCHA - Montgomery County Certified Heritage Area Operating Assistance	11,031.00
MCHA - Heritage Area Map	38,120.00
SMHA - Southern Maryland Certified Heritage Area Operating Assistance	<u>18,900.00</u>
Subtotal	893,205.00

#### Fiscal Year 2005

ATHA Operating Assistance	100,000.00
ATHA - City of College Park Old Town Calvert Hills	15,000.00
ALTSCHA Operating Assistance	100,000.00
ALTSCHA - London Town Orienting Heritage Tourists	25,000.00
BHA Operating Assistance	85,000.00
BHA - B&O Railroad Restoration Facility	25,000.00
BHA - Baltimore City HA Heritage Walk	25,000.00
BHA - Living Classrooms Fred Douglass Isaac Myers	20,000.00

BHA - NAACP Heritage Awareness (applicant withdrew)	0.00
Canal Place HA Programming	50,000.00
HCCHA Operating Assistance	69,000.00
HCCHA - Dorchester Co Underground Railroad	30,000.00
HCCHA - Dorchester Arts Center Nathan Bldg	32,500.00
HCCHA - City of Cambridge Historical Street Lighting	7,800.00
LESHA Operating Assistance	82,199.00
LSHG Operating Assistance	100,000.00
MCHA Operating Assistance	57,997.00
SMHA Operating Assistance	10,500.00
SCHA Operating Assistance	<u>100,000.00</u>
Subtotal	934,996.00
Fiscal Year 2006	
ATHA Operating Assistance	100,000.00
ATHA - Port Towns History Mural	8,600.00
ATHA - Redevelopment Authority of PG Co Interpretive Signage	9,000.00
ALTSCHA Operating Assistance	100,000.00
ALTSCHA Conf & Visitors Bureau Expansion	20,000.00
BHA Operating Assistance	100,000.00
BHA - Baltimore City Star Spangled Banner Trail	25,000.00
BHA - Babe Ruth Birthplace Museum renovation	30,000.00
Canal Place - Programming	25,000.00
HCCHA Operating Assistance	53,333.00
HCCHA - Dorchester County Cultural & Scenic Landscapes Assessment	10,000.00
HCCHA - City of Cambridge Harriet Tubman roof	7,100.00
HCCHA - Town of Vienna Planning construction Vienna Heritage Center	10,000.00
HCCHA - Dorchester County Marketing	10,000.00
HCCHA - Friends of Blackwater Natl. Wildlife Refuge video	7,000.00
LESHA Operating Assistance	16,667.00
LESHA - Worcester Co Tourism African-Am. history brochure	3,175.00
LESHA - Worcester Co Tourism Tri County Calendar	12,200.00

LSHG Operating Assistance		100,000.00
LSHG - Friends of Concord Point Ligh	thouse	1,046.00
MCHA Operating Assistance		57,690.00
MCHA - Sandy Spring Museum Libra	ry/Archives	30,000.00
SMHA Operating Assistance		11,500.00
SMHA - Chesapeake Bay Field Lab Pr	rojects	20,000.00
SMHA - Piney Point Lighthouse/Oyst	ering vessels exhibit	25,000.00
SMHA - Friends of Old Wallville Scho	pol	3,444.58
SCHA Operating Assistance		92,500.00
SCHA - Maritime Driving Tour Broch	ure	<u>0.00</u>
	Subtotal	888,255.58
Fiscal Year 2007		
ATHA Operating Assistance		100,000.00
ATHA - Friends of North Brentwood		2,175.00
ATHA - Gateway Com Dev Corp/Brer	ntwood Art Center	100,000.00
ATHA – City of College Park walking	tour	22,000.00
ALTSCHA - Operating Assistance		50,000.00
ALTSCHA - Mini Grants Program		10,000.00
ALTSCHA - Annapolis Charter 300		25,000.00
ALTSCHA - Londontown Carpenter's	Shop	100,000.00
ALTSCHA – Historic Annapolis Childre	en's Tour	30,000.00
ALTSCHA - William Paca Garden		21,000.00
ALTSCHA – Annapolis & AA Co. Conf	erence & Visitors Center Expansion	63,000.00
BHA Operating Assistance		100,000.00
BHA - Pennsylvania Ave Heritage Tro	ail	50,000.00
BHA - Babe Ruth Birthplace		10,000.00
BHA - Parks & People Auchentoroly t	terrace	100,000.00
BHA - Arena Playhouse		18,750.00
BHA - USS Constellation		25,000.00
Canal Place - Tourism Promotion		18,750.00
HCCHA Operating Assistance		101,694.00

HCCHA - Heritage Trail	12,500.00
HCCHA - Town of Vienna Steamboat Wharf	1,789.44
HCCHA - City of Cambridge Phase II Streetscape	45,117.00
HCCHA - Bucktown Village Foundation	100,000.00
HCWHA Operating Assistance	58,340.00
HCWHA - Crossroads of War website	46,000.00
HCWHA - City of Hagerstown Streetscape	55,000.00
HCWHA - City of Hagerstown Visitor Assistance	8,636.00
HCWHA - Museum of Civil War Medicine	780.00
HCWHA - Boonsboro Museum of History	0.00
HCWHA - City of Taneytown Streetscape	52,800.00
HCWHA - Catoctin Aqueduct Restoration	37,500.00
LESHA Operating Assistance	183,333.00
LESHA - Brochure Poster & Website	13,700.00
LESHA - Native American Exhibit Delmarva Discovery Center	10,000.00
LESHA - Ward Foundation k-12 Curriculum	27,500.00
LSHG Operating Assistance	100,000.00
LSHG - Marketing Assistance	40,650.00
LSHG - Identity Program Phase I	20,000.00
MCHA Operating Assistance	116,750.00
MCHA - Acquisition of Poolesville Town Hall	75,000.00
MCHA - Sandy Spring Museum library	10,000.00
MCHA - Rehabilitation of Poolesville Town Hall	100,000.00
MCHA - Seneca Story: Guidebook to the Past	5,000.00
MCHA - Sandy Spring Exhibit Hall Enhancement	5,000.00
Multi-Heritage Area - Greater Baltimore Cultural Alliance – Md. Cultural Data Project	10,000.00
Multi Heritage Area - Captain John Smith Four Hundred	49,311.00
SMHA Operating Assistance	50,200.00
SMHA - Piney Point Lighthouse	80,000.00
SMHA - Port Tobacco Rehabilitation	55,000.00
SMHA - Preservation of Railcar Delores Phase I & II	31,500.00
SMHA - Chesapeake Bay Field Lab	0.00

SMHA - Garrett van Sweringen Exhibit	20,000.00
SMHA - JPPM Indian Village Exhibit	30,000.00
SMHA - Greenwell Foundation River Riders	30,000.00
SMHA - Interpretive Displays St Leonard Polling House	1,444.51
SCHA Operating Assistance	91,930.00
SCHA - Marketing	34,750.00
SCHA - African American Stories	10,000.00
SCHA - Frederick Douglass Memorial	80,000.00
SCHA - Colchester Farm Feasibility Study	11,625.00
SCHA - Chesapeake Fields Agricultural Center	40,000.00
SCHA - James Webb Log Cabin Restoration Phase 2	25,000.00
SCHA - Linchester Mill Restoration Planning	<u>25,000.00</u>
	Subtotal 2,748,524.95
Fiscal Year 2008	
ATHA Operating Assistance	100,000.00
ATTA Operating Assistance	100,000.00
ATHA - City of Greenbelt/Greenbelt Theatre	80,000.00
ATHA - Port Towns CDC/Mural Program	14,000.00
ATHA - City of College Park/Pedestrian Streetlights	20,000.00
ATHA - World Arts Focus/Joes performance theatre	50,000.00

ALTSCHA Operating Assistance

BHA Operating Assistance

ALTSCHA - City of Annapolis/Maynard Burgess House

ALTSCHA - City of Annapolis/Southgate Fountain

ALTSCHA - Annapolis Maritime Museum/McNasby Oyster Company

BHA - Maryland Humanities Council/walking tour Mt Vernon

BHA - Frederick Douglass-Isaac Myers Maritime Park

BHA - B&O Railroad Museum/Pavilion Rehabilitation

BHA - Global Harbors Documentary video

BHA - City of Baltimore Interpretive Plan

BHA - Black Jewish Forum of Baltimore/Cab Calloway 100th birthday

BHA - City of Baltimore/Plan for the national observance of the War of 1812

100,000.00

42,250.00

100,000.00

10,000.00

100,000.00

6,000.00

19,339.12

15,000.00

25,000.00

50,000.00

25,000.00

30,000.00

BHA - Railroad Historic District Corp	15,000.00
BHA - Baltimore Museum of Industry/Interpretive Signs	17,000.00
Canal Place Operating Assistance	55,000.00
Canal Place - Allegany County Historical Society/George Washington Memorial Sculpture	10,000.00
Garrett County Chamber of Commerce Management Plan Development	98,485.00
HCCHA Operating Assistance	81,426.00
HCCHA - Dorchester County Tourism Dept/Exhibition Visitors Center enhancement	48,632.00
HCCHA - Dorchester County Historical Society/Collection Interpretation and Exhibits	3,450.00
HCCHA - Nanticoke Historic Preservation Alliance/Handsell House restoration	11,550.00
HCWHA Operating Assistance	88,000.00
HCWHA - Carroll County Office of Tourism/Civil War Marketing Plan	50,000.00
HCWHA - Tourism Council of Frederick/ Exhibits in New Frederick Visitor Center	50,000.00
HCWHA - Catoctin Center for Regional Studies/History Magazine articles on Civil War Heritage Area	7,500.00
HCWHA - City of Hagerstown/Doleman Collection study	15,000.00
LESHA Operating Assistance	96,500.00
LESHA - Worcester County Tourism Marketing Assistance	30,000.00
LESHA - Lower Eastern Shore Heritage Committee/install 3 Computerized Tourist Information kiosks	50,000.00
LESHA - Lower Eastern Shore Heritage Committee Cultural Arts brochure	3,874.00
LESHA - Snow Hill Alliance for Responsible Progress/feasibility study for C. W. Outten Colored Theatre	11,316.00
LESHA - Salisbury Zoo/brochure	9,000.00
LESHA - Ward Foundation K-12 Lower Shore Heritage Curriculum program	39,200.00
LSHG Operating Assistance	100,000.00
LSHG - Town of Perryville/Trail Connector to pier and water taxi	32,260.00
LSHG - Town of Port Deposit/Marina Park Promenade	75,000.00
LSHG - Havre de Grace Maritime Museum/exhibit design and interpretation	35,000.00
LSHG - Lower Susquehanna Heritage Greenway/Harford Co Dept of Parks and Rec./trails interpretive signage fabrication & installation	20,000.00
MCHA Operating Assistance	100,000.00
MCHA - MNCPPC/Woodlawn Barn rehabilitation as Visitor Center	50,000.00
MCHA - King Barn Dairy MOOseum exhibits	21,302.00
MCHA - Town of Poolesville/Streetscape Plan	50,000.00
MCHA - Heritage Tourism Alliance of Mont Co/PODcast Driving Tour	15,000.00

MCHA - MNCPPC/Rachel Carson Greenway Signage	19,000.00
SMHA Operating Assistance	40,000.00
SMHA - Commissioners of Charles County/Port Tobacco HD Interpretive Trail preliminary design study	15,000.00
SMHA - Calvert Marine Museum Society/Cove Point Lighthouse renovation	59,000.00
SMHA - Board of County Com for St. Mary's Co/Piney Point Lighthouse fabrication/installation of exhibits	75,000.00
SMHA - Commissioners of Leonardtown/wharf/waterfront park interpretive signage	14,000.00
SMHA - Beach Business Group/walking map brochure	4,000.00
SMHA - Historic St Mary's City Commission/Stabilization of the Mackall Tobacco Barn	28,500.00
SCHA Operating Assistance	90,000.00
SCHA - Historical Society of Caroline Co/Conversion One Room Schoolhouses	60,000.00
SCHA - Adkins Arboretum/Heritage Interpretation Center	50,000.00
SCHA - Queen Anne's Co/Phase III restoration Historic Christ Church	37,000.00
SCHA - Chesapeake Country National Scenic Byway/Agricultural Heritage and Education	7,000.00
SCHA - Historical Society of Kent County/Geddes Piper Interpretive Plan	12,875.00
SCHA - Talbot County/Little Red Schoolhouse (applicant withdrew)	0.00
SCHA - Waterfowl Festival/Expanded Programming traditional arts	15,000.00
Subtotal	2,602,459.12

#### Fiscal Year 2009

ATHA Operating Assistance	100,000.00
ATHA - City of College Park Historic District signs	7,000.00
ATHA - Port Towns Community Development Corp/ mural	27,730.00
ATHA - City of College Park Historic Markers	5,000.00
ALTSCHA Operating Assistance	100,000.00
ALTSCHA - Annapolis Maritime Museum/Oysters Exhibit	50,000.00
ALTSCHA - London Town Foundation visitor experience video	19,416.00
ALTSCHA - Historic Annapolis Repairs William Paca House	17,500.00
BHA Operating Assistance	100,000.00
BHA - Mayor & City Council/Recorded Tour Guide	30,000.00
BHA - Baltimore Area Convention Tourism Ambassadors program	50,000.00
BHA - Living Classrooms Young Defenders education program	10,609.00
BHA - B&O Railroad Museum interactive exhibit	48,000.00

BHA - Parks & People Gwynns Falls Trail Interpretive Program	19,417.00
BHA - USS Constellation Hull Repair	22,400.00
BHA - Frederick Douglass Maritime Park Special Events - Shipyard Days	11,200.00
BHA - Carroll Museums Restoration	80,000.00
BHA - Baltimore Museum of Industry Visitor Center Orientation upgrades	50,000.00
BHA - MD Historical Society/Looking for Liberty Exhibit upgrades	45,500.00
BHA - Soc for the Pres of Fed Hill/Rehab Dashiell Properties	100,000.00
BHA - Baltimore Symphony Orchestra Meyerhof Renovations	0.00
BHA - Walters Art Museum family tour guides	28,140.00
BHA - Greater Baltimore Cultural Alliance computerized tourist info. /kiosks	50,000.00
Canal Place - Operating Assistance	100,000.00
Canal Place - City of Cumberland/George Washington Headquarters	21,353.00
Canal Place - Allegany County Office of Tourism/Promotion plan	50,000.00
HCCHA Operating Assistance	93,330.00
HCCHA Dorchester County Historical Society/History of the War of 1812	7,500.00
HCCHA Dorchester County Chamber of Commerce/Crabtoberfest	6,500.00
HCCHA – Harriet Tubman-Underground Railway Interpretive Plan development	50,000.00
HCWHA Operating Assistance	93,269.00
HCWHA - Tourism Council of Frederick/Marketing Assistance	50,000.00
HCWHA - City of Hagerstown Visitor Interpretation signage	4,000.00
HCWHA - Tourism council of Frederick/Visitor Center Film	50,000.00
HCWHA - Downtown Frederick Partnership/Catoctin Mountain Wayfinding signage	100,000.00
LESHA Operating Assistance	97,500.00
LESHA - Rackliffe House Trust Restoration	100,000.00
LESHA - Delmarva Low Impact Tourism/Interpreting Nature	4,800.00
LSHG Operating Assistance	100,000.00
LSHG – North Park Trail development	100,000.00
LSHG –Town of Perryville/ Rodgers Tavern restoration	100,000.00
MCHA Operating Assistance	100,000.00
MCHA - Town of Poolesville/Whalen Commons Band shell construction	100,000.00
MCHA - Sandy Spring Museum/Public Information Signage	21,000.00
Multi-Heritage Area - Greater Baltimore Cultural Alliance/Cultural Data project	10,000.00

SMHA Operating Assistance	47,500.00
SMHA - Charles County Parks/Indian Head Rail Trail	100,000.00
SMHA - Board of Commissioners for St. Mary's Co/Piney Point Lighthouse	92,500.00
SMHA – Chesapeake Beach Railroad Museum Railcar Delores Restoration	27,000.00
SMHA - Calvert Marine Museum Society/Master Plan Phase I	50,000.00
SMHA - Society for the Restoration of Port Tobacco/Burch House	43,800.00
SMHA - Jefferson Patterson Park and Museum/Battle of St Leonard Creek	50,000.00
SCHA Operating Assistance	80,000.00
SCHA - Sultana Projects/Downrigging Weekend	25,775.00
SCHA – Chesapeake Country National Scenic Byway Alliance Town Center Interpretation Signage	20,000.00
SCHA - Town of Betterton/Church Renovation as Town Office & Visitor Center	78,000.00
SCHA - Kennard Alumni Association/Phase II Restoration Kennard Colored High School as Cultural & Interpretative Center	98,000.00
SCHA - Town of Denton/Rehabilitation of Caroline High School	100,000.00
Subtotal	3,143,739.00

#### Fiscal Year 2010

ATHA - Redevelopment Authority of PG County Management Assistance	100,000.00
ATHA - National Museum of Language/Language Adventures of the Anacostia Trail	12,350.00
ATHA - City of College Park Lackawanna Streetscapes Improvements	100,000.00
ATHA - Greenbelt Farmers Market Walking Tour Brochure	2,650.00
ALTSCHA - Annapolis Londontown South County Heritage Area Management Assistance	100,000.00
ALTSCHA - Annapolis Maritime Museum/Oysters on the Half Shell Exhibit	50,000.00
ALTSCHA – Smithsonian Environ. Research Ctr Contee Mansion Ruins and Farm Complex	50,000.00
ALTSCHA - Charles Carroll House Structural Repairs & Stabilization	100,000.00
ALTSCHA - Anne Arundel Co Trust for Pres. Planning Program for the Chew Site	14,450.00
BHA - City of Baltimore Management Assistance	100,000.00
BHA - Maryland Historical Society Hanging System for Exhibits	4,830.00
BHA - Star Spangled Banner Flag House Planning Grant for Exhibit on Star-Spangled Banner Flag Makers	10,000.00
BHA - Baltimore Heritage Area Assoc Marketing & Promotional Campaign	50,000.00
BHA - Soc for the Pres of Federal Hill & Fells Pt/War of 1812 Traveling Exhibits	26,250.00
BHA - Baltimore Area Convention & Visitors Assoc Replace/Reinstall Baltimore Visitor Center Displays	50,000.00

CPHA - Canal Place Management Assistance	100,000.00
CPHA - Allegany Arts Council Heritage Area Programming	50,000.00
CPHA - Canal Place Installation of Individual Utilities in Building C Rental Units Retail Space	5,000.00
HCCHA - Dorchester County Management Assistance	93,330.00
HCCHA - Dorchester County Historic Bestpitch Ferry Bridge Interpretive Signage Installation	4,650.00
HCCHA - Town of East New Market Community Design & Preservation Visioning Program & Plan	5,000.00
HCCHA - Dorchester County Tourism/Marketing	50,000.00
HCCHA - Dorchester Center for the Arts, Nathan Furniture Building Renovation - 2 <sup>nd</sup> Floor	100,000.00
HCCHA - West End Citizens Assoc. Wallace Office Bldg. Renovation	15,000.00
HCWHA - Tourism Council of Frederick Management Assistance	100,000.00
HCWHA - City of Hagerstown 15 Exterior Visitor Interpretation Signs	5,000.00
HCWHA - Downtown Frederick Partnership, Downtown Frederick Pedestrian Wayfinding/Information Kiosks	9,250.00
HCWHA - City of Hagerstown Streetscape Improvements	100,000.00
LESHA - Lower Eastern /shore Heritage Committee Management Assistance	98,500.00
LESHA - Teackle Mansion, Installation of Geothermal Heating System	100,000.00
LESHA - Rackliffe House Trust Exhibit Design/Fabrication	17,500.00
LSHG - Lower Susquehanna Heritage Greenway Management Assistance	100,000.00
LSHG - Lower Susquehanna Heritage Greenway North Park Trail Winter's Run Truss Bridge Installation	100,000.00
LSHG - Town of Perryville Phase II Restoration of Rodgers Tavern	100,000.00
MCHA - Heritage Tourism Alliance of Montgomery County Management Assistance	95,500.00
MCHA - Montgomery Co Dept of Parks Development of Living History Interpretive Plan	50,000.00
MCHA - Sugarloaf Regional Trails, Trail Website and Brochure	5,400.00
MCHA - Heritage Tourism Alliance of Montgomery County, 13th Annual Heritage Days	9,000.00
MCHA - Heritage Tourism alliance, Development of Civil War Video & Podcast	25,000.00
MCHA - Sandy Spring Civic Association Installation of Signage	5,000.00
MCHA - Sandy Spring Museum Infrastructure Upgrades to Interpretive Buildings	10,010.00
Multi-Heritage Area - Denton Development Corp., Production & Distribution of Heritage-Cultural Guide	14,332.00
Multi-Heritage Area - Harriet Tubman Scenic Byway Wayside Interpretive Signage	40,000.00
Multi-Heritage Area - Harriet Tubman Scenic Byway Audio Visitor Tour	20,000.00
SMHA - Tri County Council of Southern MD Management Assistance	50,000.00
SMHA - Historic Sotterley Revision of Interpretive Plan	20,000.00
SMHA - Calvert Marine Museum Create African-American Exhibit	10,000.00

SMHA - Historic St Mary's City Construct Chapel Site Interpretive Pavilion	29,000.00
SMHA - American Chestnut Land Trust Prince Frederick to Chesapeake Bay Overlook Trail	50,000.00
SMHA - Charles County/Indian Head Heritage Trail	100,000.00
SCHA - Eastern Shore Heritage Management Assistance	60,499.00
SCHA - Eastern Shore Heritage African American Oral History Brochure	0.00
SCHA - Sultana Projects, Initial Development of Chester-Sassafras Water Trail	45,871.00
SCHA - Tilghman Watermen's Museum Oral History Video	6,768.00
SCHA - Caroline Economic Development Corp., Poplar Neck Harriet Tubman Visitor Experience	25,000.00
SCHA - Town of Federalsburg/Heritage Museum	18,400.00
SCHA - Prince Theatre Foundation Restoration of the Historic Lobby	100,000.00
SCHA – Chesapeake Bay Field Lab	85,000
Subtotal	2,798,540.00
Fiscal Year 2011	
ATHA – Redevelopment Authority of PG County/ Management Grant	99,000.00
	·
ATHA - City of Hyattsville/Office Enlargement/Façade Improvements	75,000.00
ATHA - Port Town Community Development Corp/War of 1812 Mural, Battle of Bladensburg	24,250.00
ATHA - Town of Brentwood/Heritage Tour	29,250.00
ATHA - City of College Park/Decorative Banners	10,000.00
ATHA - Annapolis London Town & South County Management Grant	100,000.00
ALTSCHA – London Town Foundation/Phase I Research and Planning for 18th Century Rumney West	
Ordinary	50,000.00
ALTSCHA - MD Hall for the Creative Arts/Restroom Modernization	90,000.00
ALTSCHA - Historic Annapolis/Project Run-A-Way	36,000.00
ALTSCHA - US Lighthouse Society/Interpretive Exhibits Thomas Point Shoal Lighthouse	12,000.00
BHA - Mayor & City Council Baltimore Management Grant	100,000.00
BHA - B&O Railroad Museum/Interpretive Exhibits, Civil War 150th Anniversary	20,000.00
BHA - Historic Ships in Baltimore/Repairs, USS Constellation and USS Torsk	90,000.00
BHA - Baltimore Museum of Industry/Steam Tug Baltimore Preservation	40,000.00
BHA - Friends of Fort McHenry/Star Spangled Virtual Resource Center	40,000.00
BHA - Star Spangled 200, Inc./Sponsorship Plan For Commemorative Coins	32,500.00

BHA - Mayor and City Council of Baltimore/ 150th Civil War Anniversary	40,650.00
Canal Place - Canal Place Management Grant	100,000.00
Canal Place - Canal Place Concert Series/Arts	30,000.00
Canal Place - Canal Place Roof Improvements	7,492.50
Canal Place - Canal Place Marketing Grant	50,000.00
HCCHA - Dorchester County/Heart of Chesapeake Country Management Grant	100,000.00
HCCHA - Nanticoke Historic Preservation Alliance/Preservation Plan For Handsell	9,945.00
HCCHA - US Lighthouse Society/Hooper Island Lighthouse Restoration and Planning	9,000.00
HCWHA - Tourism Council of Frederick/Management Grant	100,000.00
HCWHA - Tourism Council of Frederick/Marketing Grant	50,000.00
HCWHA - Hagerstown Washington Co Convention and Visitors Bureau/Newcomer House Visitor Center at Antietam	24,000.00
HCWHA - Tourism Council of Frederick/Rehab Cannery Warehouse As Visitor Center	90,000.00
HCWHA - Tourism Council of Frederick/Exhibit Fabrication For Visitor Center	30,000.00
LESHA - Lower Eastern Shore Heritage / Management Grant	70,000.00
LESHA - Friends of Teackle Mansion/Climate Control	90,000.00
LESHA - Ward Foundation/Renovate Decoy Exhibits	30,750.00
LSHG - Lower Susquehanna Heritage Greenway Management Grant	100,000.00
LSHG - Lower Susquehanna Heritage Greenway Marketing Grant	40,000.00
LSHG - Town of Perryville Rodgers Tavern Phase III	57,000.00
LSHG - Havre de Grace Decoy Museum/War of 1812 Exhibit	34,000.00
MCHA - Heritage Tourism Alliance of Montgomery Co Management Grant	97,500.00
MCHA - Heritage Tourism Alliance of Montgomery Co Heritage Days	30,000.00
MCHA - Chesapeake & Ohio Canal National Historic Park/Rehabilitation of Lockhouse 25	20,200.00
MCHA - Washington Revels/Civil War Heritage Programs/Underground Railroad	25,000.00
MCHA - Menare Foundation/Button Farm Living History	8,750.00
MCHA - MNCPPC/Outdoor Signage/Life During Civil War and Environmental Stewardship	32,000.00
Multi-Heritage Area - Greater Baltimore Cultural Alliance/MD Cultural Data Project	20,000.00

Multi-Heritage Area - Preservation Maryland / Preservation Conference	15,000.00
SMHA - Tri County Council Southern MD Management Grant	54,000.00
SMHA - Calvert Marine Museum/Cove Point Keeper's House Restoration	90,000.00
SMHA - Charles County/Design Benedict Historical Brochure	6,000.00
SMHA - Historic Sotterley/Living History Program	9,600.00
SMHA - Calvert Marine Museum/1812 Map and Guide	6,500.00
SMHA - St Mary's Co Commissioners/Phase IV Three Notch Trail	90,000.00
SCHA - Eastern Shore Heritage Management Grant	30,720.00
SCHA - Echo Hill Outdoor School/Buy Boat Annie D	44,976.00
SCHA - Tilghman Watermen's Museum/Rehab Lee House	90,000.00
SCHA - Denton Development Corp/Pedestrian Wayfinding	6,000.00
SCHA - John Wesley Methodist Church of Oxford/Roof Replacement	16,900.00
SCHA - Town Council of Centreville/Consultant to Produce Heritage Master Plan	21,800.00
SCHA - Town of Chestertown/Purchase Land for Gateway Park	50,000.00
SCHA - Kennard Alumni Association/Kennard School Window Restoration	20,000.00
SCHA - Friends of Wye Mills/Acquisition of Miller's House	50,000.00
Subtotal	2,745,783.50
	2,745,783.50

**Total Grants Committed** 

\$20,943,864.95

**Total Commitments/Expenditures/Recaptured Funds** 

\$26,369,548.46

# Other Maryland Heritage Areas Authority Activities in 2010

#### Implementation of the Maryland Heritage Areas Authority Strategic Plan

A 10-year Strategic Plan (*Maryland Heritage Areas Program*, "*Charting a Sustainable Course for the Next Decade 2010 – 2020*") was approved by the Maryland Heritage Areas Authority in October 2009. The implementation program included in the 2010-2020 Strategic Plan is designed to be ambitious. However, the plan will be implemented at a measured pace over a 10-year period. Flexibility in the plan's implementation timetable and, in some cases, in the application of proposed strategies will be necessary to achieve outcomes that strengthen the Program rather than overwhelm or destabilize Program partners. The 2010-2020 Strategic Plan is divided into five component parts – management, stewardship, heritage tourism marketing and



development, communication and performance evaluation. Specific strategies for implementation over a 10-year period are included in each section. Key elements are:

#### Management

Management of the Maryland Heritage Areas Program is accomplished through a partnership between the MHAA, MHAA's Technical Advisory Committee, and the local management entities that lead the State's eleven Certified Heritage Areas.

#### **Implementation Strategies Include:**

- Development by the Heritage Areas of five-year action plans and annual work plans based on a comprehensive review of their management plans. Plans will be included with the annual submission of management grant applications to MHAA.
- Linking management grants to performance evaluations beginning in FY2014.

#### Stewardship

Strategies described in this section are designed to improve access to funding for archeological and natural resource conservation projects, enhance Heritage Areas' role in supporting preservation and conservation activities and strengthen partnerships between Heritage Areas and local, state and national preservation and conservation organizations.

#### **Implementation Strategies Include:**

- Development of a revised version of the project grant application to increase emphasis
  on archeological and natural resource conservation projects that impact the visitor
  experience. All grant applicants will address how their project is environmentally
  sensitive through its design, construction materials or procurement practices.
- Encouraging applicants to utilize GreenPrint, State and Local Land Preservation Parks and Recreation Plan (LPPRP), annual Program Open Space plans and state and nationally designated byway and trail management plans to assist in targeting requests for resource conservation funds.
- Evaluation and improvement of promotion of Target Investment Zones (TIZs) and encouragement of more capital grants within TIZs.

#### Heritage Tourism Marketing and Product Development

One of the most significant findings of the market research component of the strategic planning process involved how Heritage Areas are perceived in the marketplace. As part of the online survey of Maryland visitors, visitors were asked how much more or less likely they would be to visit a site within a Heritage Area than a similar site outside of a designated Heritage Area. The response to the presence of a Heritage was overwhelmingly positive.

#### **Implementation Strategies Include:**

- Communicating the existence of the Heritage Area to visitors through the creation of marketing messages using Heritage Area interpretive themes as the foundation and identifying opportunities to communicate the Heritage Area marketing message.
- Maintaining a strong partnership between the Maryland Heritage Areas Program and the Department of Business and Economic Development (DBED) - Office of Tourism Development.
- Expansion of websites, including: DBED a highly interactive, GIS-based visitor experience map showcasing Heritage Areas along with Maryland's Byways, Arts and Entertainment Districts, Main Streets and other cultural heritage attractions; Heritage Areas websites with an information section for visitors; and Destination Marketing Organizations (DMOs) websites with links to Heritage Area web sites and the MOTD portal page.
- Building strong partnerships with local tourism offices (DMOs) by inviting a
  representative to serve on the Heritage Area board, creating a marketing committee,
  obtaining DMO input into Heritage Area work plans and sharing work plans and end-ofyear reports.
- Monitoring and evaluating the effectiveness of marketing grants over a five-year timeline and permitting the use of MHAA mini-grants to support marketing activities.

#### **Communication**

Strategies are designed to implement systems that will communicate the intent and importance of Heritage Areas and provide resources to strengthen and support management entities.

#### **Implementation Strategies Include:**

- Creation of a web-based communications system to enhance communication among all partners and to create a clearinghouse of information and resources about and for Maryland's Heritage Areas, including a resource guide for grants, programs, technical assistance and partner contacts, and development of a brochure for stakeholders.
- Increasing communication between and among MHAA, MHAA staff and Heritage Area management entity boards by sharing board meeting minutes and correspondence, inviting board chairs to attend MHAA meetings, and engaging boards in the annual internal evaluation of the program.

#### Systems For Meaningful Performance Evaluation

Performance measures are needed to evaluate management effectiveness and program outcomes. Success must be defined both collectively – using performance indicators that all Heritage Areas will collect and analyze; and individually – to demonstrate local "on the ground" performance that resonates with core audiences. In addition, the performance evaluation will occur internally to help identify ways to improve or adjust the program overall, or for specific Heritage Areas; and externally to interpret the performance results for audiences.

#### **Implementation Strategies Include:**

- An internal evaluation of how the Program is performing MHAA will lead a 360º internal evaluation for all partners engaged in the implementation and oversight of the Program to identify strengths, weaknesses, and areas for improvement. Performance targets will be established to assess partners' performance.
- Evaluation of Heritage Area management entity performance MHAA will establish annual performance targets for Heritage Areas including management capability factors, annual work plan alignment with the management plan and accomplishments of metrics. Heritage Area management grant final reports will include the submission of direct performance measure data.
- Evaluation of Program impact Management entities will report on the amount of measurable activities and intangible contributions completed in the annual work plan.
- Measurement of the Program's return on investment Management entities will report
  on the amount and percent of funding leveraged by those activities outlined in the
  annual work plan, listing all grant/revenue sources to identify a ratio to MHAA funding.
  MHAA will seek credible and satisfactory ways to measure the Program's overall return
  on investment (ROI) including the economic impact of grants, mapping of investment
  and visitor satisfaction surveys.

### **Looking to 2011**

As the Maryland Heritage Area Authority continues to implement its 10-year Strategic Plan in 2011, it will create templates and other guidance materials for the local Heritage Area management entities and their tourism partners to:

- assist them in developing the required Five Year and Annual Action Plans;
- modify grant applications to encourage additional natural resource, and archeology activities that create and improve heritage tourism resources;
- evaluate and promote Target Investment Zones to encourage capital projects that develop and enhance tourism sites and facilities;



William Paca House – Annapolis, London Town and South County Heritaae Area

- strengthen its partnership with the Department of Business and Economic Development's Office of Tourism Development to increase resources available for the promotion of heritage tourism sites and events statewide:
  - o support the Maryland War of 1812 Bicentennial Commission's efforts to mark the anniversary and preserve important War of 1812 sites and resources;
  - o support efforts to mark the 150<sup>th</sup> anniversary of the Civil War;
  - support efforts to mark the 100<sup>th</sup> anniversary of the passing of Harriet Tubman, perhaps the greatest icon of the struggle to end slavery;
- increase the availability and accessibility of information on Maryland's eleven Certified Heritage Areas, the program's financial and other incentives, and partner heritage tourism entities;
- begin implementation of program evaluation methods through a system of Program
   Performance Measures, Return on Investment measurements, and external evaluation tools.

#### Looking Ahead – The Impact of the Maryland Heritage Areas Program

Since 1996, MHAA has awarded approximately \$24 million in financial assistance and leveraged over \$75.7 million in non-state funds for heritage tourism projects and activities statewide. That is a direct return on investment (ROI) of \$3.15 in non-state funds for every \$1.00 of state funds provided. MHAA requires a dollar-for-dollar matching contribution for its grant fund awards, but undoubtedly significant additional indirect (non-matching funds) investment is also being generated by MHAA grant and loan funded projects that likely would not have occurred without the financial incentives available through Maryland's Certified Heritage Areas and the Program's Target Investment Zones. Businesses such as restaurants, hotels, and tourist-oriented retail shops have been created or expanded in response to increased heritage tourist visitation to Maryland, although it is hard to directly measure these kinds of collateral benefits of the program. Through its strategic plan, MHAA will be working in 2011 to better measure overall program Return on Investment (ROI).

As the Maryland Heritage Area Authority looks forward to not only continuing the demonstrated success of the program in leveraging economic investments that create jobs, but to significantly advancing program performance over the next ten years, the Authority will strengthen partnerships with federal, State and local government tourism programs, and work with non-profit and private sector organizations to increase the development and marketing of Maryland's Heritage Areas as must-see destinations, while also making our communities better places to live and work.



Hatem Memorial Bridge – Lower Susquehanna Heritage Area

#### **2010 Members of the Maryland Heritage Area Authority**

#### **Richard Eberhart Hall**

Secretary, Maryland Department of Planning/Chair, Maryland Heritage Areas Authority

#### **Beverley K. Swaim-Staley**

Secretary, Department of Transportation

#### **Christian Johansson**

Secretary, Department of Business and Economic Development

#### John R. Griffin, Secretary

Maryland Department of Natural Resources

#### James E. Lyons, Sr., Ph.D.

Secretary, Maryland Higher Education Commission

#### Raymond A. Skinner, Secretary

Department of Housing and Community Development

#### J. Rodney Little

State Historic Preservation Officer

#### Robert D. Agee

President of the Senate Representative

#### Wayne E. Clark

President of the Senate Representative

#### Ann M. Fligsten, Esq.

Speaker of the House Representative

#### **Donna Ware**

Speaker of the House Representative

#### The Honorable Phyllis W. Robinson

Maryland Municipal League Representative

#### **Bruce Reeder**

Maryland Association of Counties Representative

#### Deborah L. Dodson

Maryland Tourism Development Board Representative

#### **Robert David Campbell**

Governor's Appointee for Historic Preservation Expertise

#### Sheryl Elliott, Ph.D.

Governor's Appointee for Heritage Tourism Expertise

#### David G. Burke

Maryland Greenways Representative

 $For \ additional \ information, \ contact:$ 

Richard B. Hughes

Administrator

Maryland Heritage Areas Authority

100 Community Place

Crownsville, MD 21032

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rhughes@mdp.state.md.us

http://mht.maryland.gov/heritageareas\_program.html

#### **APPENDIX A – TARGET INVESTMENT ZONES**

#### Anacostia Trails Heritage Area (Prince George's County)

- 1. Ammendale and Beltsville (Designated October 2001)
- 2. Gateway Arts & Entertainment District/Riverdale (Activated July 2006)
- Greenbelt, Berwyn Heights, College Park (Activated December 2003)
- Port Towns (Bladensburg, Colmar Manor, Cottage City, Edmonston)
   (Designated October 2001)

#### Four Rivers - Annapolis, London Town, and South County (Anne Arundel County)

- 1. Annapolis/West Street (Activated October 2001)
  - Expansion: Maryland Hall for the Creative Arts, Wiley H. Bates Heritage Park, & selected contiguous areas (Activated July 2010)
- 2. Deale (Designated October 2001)
- Eastport (Activated October 2001)
- 4. Mayo Road/London Town/Chesapeake Bay Yacht Club (Activated October 2001)

#### **Baltimore State & National Heritage Area (Baltimore City)**

- Canton/Patterson Park (Designated October 2001)
- 2. Druid Hill Park (Activated July 2006)
- Fells Point (Activated July 2002)
- 4. Jones Fall Valley Mill District (Designated October 2001)
- 5. Jones Town/Little Italy (Activated July 2008)
- Market Center (Activated December 2003)
- Locust Point (Designated October 2001)
- 8. Mt. Vernon/Historic Charles Street (Activated July 2008)
- Pennsylvania Avenue (Designated October 2001)
- 10. Railroad/National Road (Activated December 2003)

#### **Canal Place Heritage Area (Allegany County)**

1. Canal Place (Entire Certified Heritage Area was a TIZ) (Expired February 2010)

#### **Heart of Chesapeake Country Heritage Area (Dorchester County)**

- 1. Blackwater Wildlife Refuge (Activated December 2003)
- 2. Bucktown Village (Activated July 2002)
- 3. Cambridge City Center (Activated July 2002)
  - Expansion: Sailwinds Park, including Dorchester Co. Visitor's Center, Governor's Hall, and contiguous associated property (Designated November 2003)
  - Expansion: 500 & 600 blocks of Race Street (Designated January 2005)
  - Expansion: Dorchester County Historical Society property (Designated May 2006)
  - Expansion: Richardson Maritime Museum, 1 property (Designated May 2007)
- 4. Cambridge Long Wharf (Designated October 2002)
- 5. Vienna (Activated July 2002)
  - Expansion: Nanticoke Inn and other properties (Designated January 2009)
- 6. East New Market (Designated October 2008)

#### Heart of the Civil War Heritage Area (Carroll, Frederick, and Washington Counties)

- Frederick Downtown (Activated July 2008)
- 2. Hagerstown (Activated July 2006)
  - Expansion: 2<sup>nd</sup> block W. Washington St.; 1<sup>st</sup> block Summit Ave.; portions of 1<sup>st</sup> block W. Antietam St. & 2<sup>nd</sup> block S. Potomac St (Designated February 2007)
- 3. Middletown (Designated July 2006)
- 4. Taneytown (Activated July 2006)
- 5. Westminster Downtown (Designated November 1, 2007)
- 6. Williamsport (Designated April 2010)

#### Lower Eastern Shore Heritage Area (Somerset, Wicomico, and Worcester Counties)

- 1. Pemberton Historical Park (Activated June 2003)
- 2. Princess Anne (Activated July 2009)
- 3. Pocomoke City (Designated June 2003)
- 4. Ocean City (Designated June 2003)
- 5. Salisbury Downtown (Designated June 2003)
- 6. Ward Museum (Activated June 2003)

#### Lower Susquehanna Heritage Greenways Heritage Area (Cecil and Harford Counties)

- 1. Greenway Trail Corridor, incl. links across Susquehanna River (Activated January 2003)
- 2. Havre de Grace Historic District (Activated January 2003)
- 3. Perryville, "Old Town" area (Activated January 2003)
- 4. Town of Port Deposit (Activated January 2003)

#### **Montgomery County Heritage Area (Montgomery County)**

- 1. Poolesville (Activated July 2006)
- 2. Sandy Spring, incl. Woodlawn Manor historic site (Activated October 2005)

#### Southern Maryland Heritage Area (Calvert, Charles, St. Mary's Counties)

- 1. Indian Head (Activated July 2008)
- 2. Nanjemoy & Friendship Farm Park (Designated December 2004)
- 3. Port Tobacco (Activated July 2006)
- 4. St. Mary's City (Activated July 2007)
- 5. Leonardtown (Designated December 2004)
- 6. Piney Point & St. Georges (Activated October 2005)
- 7. North Beach & Chesapeake Beach (Activated July 2006)
- 8. Solomons (Activated July 2007)
  - Expansion: Cove Point Lighthouse property (Activated July 2007)

#### Stories of the Chesapeake Heritage Area (Caroline, Kent, Queen Anne's, & Talbot Counties)

- 1. Easton (Activated July 2006)
- Stevensville (Activated January 2008)
- Centreville (Activated July 2008)
- 4. Denton (Activated July 2008)
- 5. Betterton (Activated July 2008)
- 6. Federalsburg (Activated July 2009)
- 7. Chestertown (Activated July 2009)
- 8. Oxford (Designated October 2008)
- 9. Tilghman Island (Activated July 2010)

## 2010 Annual Report of the

Maryland Heritage Areas Authority

Maryland Department of Planning

100 Community Place

Crownsville, MD 21032-2023

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Martin O'Malley, Governor

Anthony G. Brown, Lieutenant Governor

Richard Eberhart Hall, Secretary of Planning/Chair, Maryland Heritage Areas Authority

Matthew J. Power, Deputy Secretary



